

# Request for Proposals

Released by:

**Pacific Mountain Workforce Development**

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Marketing and Design Services

Release Date: May 20, 2024

Due Date: May 31, 2024 12:00 PM PST

201 5th Ave SW STE 401

Olympia, WA 98501

Phone: 360-515-5134

[Contracts@pacmtn.org](mailto:Contracts@pacmtn.org)

[www.pacmtn.org](http://www.pacmtn.org)



PACIFIC MOUNTAIN  
WORKFORCE  
DEVELOPMENT

*building community prosperity*

The Pacific Mountain Workforce Development is an Equal Opportunity Employer and provider of employment and training services. Auxiliary aids and services are available upon request by persons of disability.

Washington Relay Service 7-1-1.

*REVISIONS TO THE RFP. In the event it becomes necessary to revise any part of this RFP, amendments will be posted on Washington’s Electronic Bid System (WEBS) at <https://pr-webs-vendor.des.wa.gov/> and the PacMtn website at [Service Provider Opportunities](#).*

*For this purpose, the published questions and answers and any other pertinent information shall be provided as an addendum to the RFP and will be placed on these websites. Interested applicants are responsible for checking the website(s) for any amendments prior to submitting an application. PacMtn reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.*

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## RFP Checklist

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### The most critical things to keep in mind when responding to an RFP for Pacific Mountain Workforce Development (PacMtn):

1.  Read the entire document. Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; contract requirements (i.e., contract performance, insurance requirements, performance and/or reporting requirements, etc.).
2.  Note the procedures for communication with the PacMtn during the RFP process. All communication during the RFP process must be in writing. Respondents should not contact PacMtn personnel outside of the opportunity provided in the document.
3.  Attend the pre-proposal conference if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or to notify PacMtn of any uncertainties, inconsistencies, or errors in the RFP.
4.  Take advantage of the “question and answer” period. Submit your questions to the buyer by the due date listed in the “applicable dates” sections and view the answers given in the formal “addenda” issued for the RFP. All addenda issued for an RFP are posted on the PacMtn’s website and will include all questions asked and answered concerning the RFP.
5.  Follow the format required in the RFP when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
6.  Provide complete answers/descriptions. Read and answer all questions and requirements. Don’t assume PacMtn or the evaluation committee will know what your company’s capabilities are or what items/services you can provide, even if you have previously contracted with PacMtn. The proposals are evaluated based solely on the information and materials provided in your response.
7.  Review and read the RFP document again to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and will be used to score your response.
8.  Submit your response on time. Note all the dates and times listed in the key events and dates table and be sure to submit all required items on time. Late proposal responses are never accepted.

**Note: This checklist is provided for assistance only and should not be submitted with Bidder’s Response.**

## Section I. Introduction

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### Purpose and Background

The Pacific Mountain Workforce Development (PacMtn) is requesting proposals from qualified professional vendors to assist PacMtn leadership and staff with designing communication tools to communicate our value and programs externally and internally. The vendor is anticipated to assist with the planning of multi-year strategic communications and marketing campaigns nested under the PacMtn 2024-2028 Local Plan and in support of the One-Stop Operator; as well as to better tell our story to a myriad of external partners using all available mediums and outlets.

PacMtn is a Washington State 501 (c) (3) nonprofit corporation responsible for the administration and finances of the federal Workforce Innovation and Opportunities Act programs. PacMtn operates within Grays Harbor, Lewis, Mason, Pacific, and Thurston counties. The administrative offices are located at Heritage Bank at 201 5th Ave SW STE 401, Olympia, WA 98501. Additional information on PacMtn is available on our website at <http://www.pacmtn.org/our-mission/>.

### Objectives and Scope of Work

PacMtn is looking for a company or individual contractor that can assist PacMtn leadership and support staff in the following areas, based upon flat monthly fee model:

#### 1. Brand Development

##### ***Branding 2100***

- Support the development and presentation of two Brand Workshops, 1 Internal and 1 for the PacMtn Board to present the branding of the 2100 campaign.
- Development of mood boards and visual concepts.
- Development of 3 draft concepts for the final 2100 Campaign brand.
- Development and publication of the final design and style guide.
- Support for the change management and continuous program improvement of the 2100 campaign.
- Internal communications support for staff rollout.
- Internal communications support for board and partner alignment.

#### 2. Website:

- ***Review and assist in the maintenance and operation of the PacMtn & Microsite website pages and functions; re-design and maintenance as needed or directed***, with some assistance in content development/copy editing, and usability recommendations for reaching multiple audiences ***to result in professional development of mock-up graphic designs for website*** in coordination with leadership direction and in consideration of internal assessments prepared for re-design. Assist in design of embedded reports, and design principles in automating data visualizations available on the website.
- ***Provide Search Engine Optimization (SEO) strategies*** to enhance the website's visibility and ranking on search engines queries. This will involve keyword research, optimizing website content for relevance and readability, and ensuring the website's architecture is conducive to

search engine indexing and ranking. The consultant will guide on best SEO practices and updates, ensuring the website remains optimized with the latest search engine algorithms and trends.

3. Videography and Photography:

- **Providing videographer coverage** for approximately 8 in-person briefings, meetings, convenings, conferences, outreach events, public tours, site visits, company professional headshots, and other events as directed for the purpose of capturing still photo, video, audio, and other raw media captures including post production editing and file delivery
- **Storytelling video creation of 6 stories** for each career pathway, 2100 campaign including interviews.
- **Social media shorts** for 2100 campaign using existing B-roll footage when available.
- **Headshots as needed.**

4. Materials:

- **Design, content review/editing, and visual communication tools** in the production of presentations, flyers, pamphlets, and other professional graphics documents in support of PacMtn's visibility and communications strategy across the region. This may include banners, graphic design of Power Points or other presentation materials, employer or training campaigns, special population outreach, partner and stakeholder development, etc. Contractor will be expected to take projects as assigned, with adequate notice and time for development in advance of the deliverable, to support PacMtn's objectives in communications.

5. Strategic Partnership:

- *Consult and assist with development of the Organizational Communications Strategy – in consultation, and under the direction of PacMtn leadership and staff, help Executive leadership to develop a comprehensive communications strategy and plan for the coming year. This includes in assisting in the development, writing, and formatting of strategic documents and forms.*
- **Convene with PacMtn** in-office and virtual intermittently, and on a schedule to be determined and negotiated between the contractor and Executive leadership, to coordinate and consult with staff and leadership.
- **Set monthly priorities** by identifying marketing / communications requests, forecasting the level of effort and working together to identify the organizations priorities within the existing contract.
- **Review task volume** and level of effort quarterly to balance workload, organizational priorities and budget

6. Convening Services:

- **Support up to 3 co-facilitation events** including the co-drafting of presentation products and co-develop content in coordination with the corresponding PacMtn project manager.
- **Provide strategic thought partnership and planning support** for program and strategic plan integration of PacMtn initiatives.

7. Miscellaneous printing and procurement services:

- **Provide limited production and/or acquisition of PacMtn printed products** including but not limited to: names tags, business cards, signage, company banners, and other specialty products of a graphical nature. All additional products in this section will be requested and charged as needed.

## Section II. General Information for Proposers

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### Contract Term

The term of the contract will commence upon signature of agreed upon contract terms, whichever occurs last. The contract term will continue for one year with annual review and mutual agreement of both parties required for contract renewal. PacMtn holds the right to cancel the contract at any point with 30 days written notice.

The ongoing technical and content support portion of this contract may be renewed on an annual basis as determined by the date the initial contract is signed dependent upon mutual agreement of each party.

### Budget Limitation

The total cost for the services and deliverables provided under this contract shall not exceed \$225,000.00. The Contractor agrees to complete all work and provide all deliverables within this budget limit. Any expenses beyond this amount will require prior written approval from PacMtn.

### Contract Dates

The contract is expected to begin July 1, 2024 with a month-long familiarization and transfer process with current PacMtn communications assets/tools, and orientation to the Workforce Development System, partners, programs and objectives. The selected contractor needs to be able to begin development of the comprehensive marketing strategy, outlining a timeline and any requests for information, for all associated contract services outlined herein, by July 31, 2024

### Questions and Answers

Questions regarding this RFP can be sent to the email address: [contracts@pacmtn.org](mailto:contracts@pacmtn.org). Please specify this RFP by its title when submitting questions. Questions and the answers will be posted on our website and WEBS so every Bidder can review.

***Note: Please consult the FAQ in Section IV prior to submitting your inquiry, as it may already contain the information you need.***

**Questions will be accepted through May 20, 2024 to May 31, 2024 at 12:00 PM PST.**

### Estimated Schedule of Procurement Activities

(PacMtn reserves the right to revise the below schedule.)

Issue Request for Proposal	May 20, 2024
Question & Answer Period	May 20 - 31 2024
<b>Proposals Due</b>	May 31, 2024 by 12:00 PM PST
Formal Review Process of Proposals Begins	June 3 - 7, 2024
Interviews for Highest Scoring Proposals	June 11, 2024
Announcement of Successful Bidder(s)	June 13, 2024
Appeals Window	June 17-21, 2024
Contract and Budget Negotiations Begin with Successful Bidder Following mandatory appeals period	June 24, 2024



Transition Period for Contract Start-Up	TBD
Earliest Date Contract May Be Signed	June 28, 2024

## Instructions for Submission of Proposals

Qualifications must be submitted by electronic mail by (insert date and time)). Due to the size of electronic files, use Drop Box to send proposals by using the following link:

<https://www.dropbox.com/transfer>

Click the “Upload Files” button

Select the files you would like to upload;

Click on “Email”

Enter the following email address: [contracts@pacmtn.org](mailto:contracts@pacmtn.org)

Add a message: **“Organization Name – RFP Marketing and Design Services Bid”**

Click “Send Transfer” button

Login to your Dropbox account or create a free account Click “Send Transfer” button

Proposals should include:

Proposal cover page & certification (form attached)

Response to requested information in Section III using the prescribed format

Additional attachments as specified in Section III

Bidders may upload all required documents as single pdf files (labeled appropriately) or as a single pdf at their own discretion.

## Evaluation and Selection Criteria

Each proposal will be evaluated based on the following scoring criteria, with a maximum possible score of 100 points:

### **Demonstrated Experience and Adherence to RFP Requirements (30 points)**

- **30 points:** Proposer has extensive relevant experience and fully adheres to all RFP requirements.
- **20-29 points:** Proposer has substantial relevant experience and adheres to most RFP requirements.
- **10-19 points:** Proposer has some relevant experience but only partially adheres to RFP requirements.
- **0-9 points:** Proposer has little to no relevant experience and fails to adhere to RFP requirements.

### **Direct Relevance to Deliverables (40 points)**

- **40 points:** Proposal directly addresses all deliverables with clear and specific examples or detailed narrative responses demonstrating past experience.
- **30-39 points:** Proposal addresses most deliverables with relevant examples or narratives, but some areas are less detailed.
- **20-29 points:** Proposal addresses some deliverables, but lacks sufficient detail or relevance in examples or narratives.
- **0-19 points:** Proposal fails to adequately address the deliverables, lacking relevant examples or narrative detail.

### **Portfolio of Past Work Products (30 points)**

- **30 points:** Portfolio is highly relevant, demonstrating exceptional skill set and quality of work directly aligned with the proposed tasks.
- **20-29 points:** Portfolio shows strong relevance and quality, with most work aligning well with the proposed tasks.
- **10-19 points:** Portfolio demonstrates moderate relevance and quality, with some alignment to the proposed tasks.
- **0-9 points:** Portfolio lacks relevance and quality, with minimal alignment to the proposed tasks.

### **Summary of Scoring**

- **Demonstrated Experience and Adherence to RFP Requirements:** 0-30 points
- **Direct Relevance to Deliverables:** 0-40 points
- **Portfolio of Past Work Products:** 0-30 points

**Total Possible Score:** 100 points

## **Award of Contract**

Submittal of a successful qualification(s) does not constitute a contract with PacMtn. The contract award will not be final until PacMtn and the successful proposer have executed a mutually satisfactory contractual agreement.

## **Appeals Process**

Any appeal of the final vendor(s) selected must state the basis of the appeal. Appeals can be sent in writing within seven (7) calendar days after the publication of the successful vendor(s) to:

William Westmoreland, CEO  
Pacific Mountain Workforce  
Development 201 5<sup>th</sup> Ave SW Ste. 401  
Olympia, WA 98501  
[contracts@PacMtn.org](mailto:contracts@PacMtn.org)

It is the responsibility of qualifiers to check for the publication of successful bidders at the following website: [www.pacmtn.org](http://www.pacmtn.org) under the [Service Provider Opportunities](#) webpage. Information on the appeals process will be available on the PacMtn website listed with other resources for this RFP.

## **Revisions to the RFP**

In the event it becomes necessary to revise any part of this RFP, addenda will be published on Washington's Electronic Bid System (WEBS). The website can be located at <https://fortress.wa.gov/ga/webs/>. For this purpose, the published questions and answers and any other pertinent information shall be provided as an addendum to the RFP and will be placed on the website. Such addenda will also be published anywhere the RFP is posted, including on PacMtn's webpage, located at <https://pacmtn.org/investments/service-provider-opportunities/>.

If you downloaded this RFP from anywhere other than WEBS or PacMtn's website you are responsible for sending your name and e-mail address to [contracts@pacmtn.org](mailto:contracts@pacmtn.org) in order for your organization to receive any RFP addenda.

PacMtn also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

## **Policy of Competition**

The Pacific Mountain Workforce Development Council conducts all procurement transactions in a manner providing full and open competition. The RFP identifies all evaluation factors and their relative importance. All responses will be honored to the maximum extent practical. Technical, financial and organizational evaluations will be made of all proposals received found to be responsive to the RFP.

The Pacific Mountain Workforce Development Council will carry out the procurement review responsibilities with complete impartiality and without preferential treatment to any response.

## Miscellaneous

1. PacMtn will select the proposal which is most qualified to provide the services which will achieve the overall objectives of this Proposal Request.
2. PacMtn reserves the right to make such investigation as it deems necessary to determine the ability of proposers to furnish the required services, and proposers shall furnish all such information for this purpose as PacMtn may request.
3. PacMtn reserves the right to reject any proposals for failure to meet the requirements contained herein, to waive any technicalities, and to select the proposal which, in PacMtn's sole judgment, best meets the project requirements.
4. PacMtn reserves the right to reject, or to seek modifications of any proposal offered if in PacMtn's sole discretion the proposal does not meet the overall RFP objectives.
5. PacMtn reserves the right to offer an award to the next highest rated proposal if a contract cannot be successfully negotiated, or to renegotiate or reissue an RFP should an appeal for non- award be upheld.
6. This Proposal Requests is not in itself an offer of work, it does not commit the Pacific Mountain Workforce Development Council to fund any proposals submitted, nor is it liable for any costs incurred in the preparation or research of proposals.
7. The RFP creates no obligation on the part of PacMtn to award a contract or to compensate the proposer for any costs incurred. PacMtn reserves the right to award a contract based upon proposals received without further discussion or negotiation. Proposers should not rely upon the opportunity to alter their qualifications during discussions.
8. Any funding awarded will be subject to the availability of federal funding granted to the Pacific Mountain Workforce Development Council through the State of Washington Employment Security Department and the U.S. Department of Labor. Should the availability of such funding decrease before or following any award to a sub-recipient, the award will be revised accordingly. In addition, if awarded, the contractor must be willing to alter program design based on subsequent direction provided by the state, U.S. Department of Labor or PacMtn.
9. Proposals that are not funded will not be returned.

Proposal Cover Page/Certification

**A. Application Cover Sheet**

On Behalf of:

\_\_\_\_\_  
Proposer Organization

**B. Certification**

The information contained in this proposal fairly represents the proposer's agency, organization, or business and its proposed operating plans. I acknowledge that I have read and understand the requirements of the RFP and am prepared to implement services as specified in this proposal. I certify that the proposed program services have been designed in compliance with the RFP requirements and WIOA regulations. I also certify that I am authorized to sign this proposal. This proposal is firm for a period of at least ninety (90) days from the deadline for RFP submission.

I affirm that no employee and/or PacMtn Council Member or officer of any governmental agency has any financial or other interest in this organization.

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Signature \_\_\_\_\_

### Section III. Proposal Format and Supplemental Questions

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Your responses to the inquiries below should be submitted electronically with the following format restrictions:

- 8 1/2" X 11" page size with 1" margins
- 12 point Arial or Calibri font
- Double spaced (itemized bid information may be single spaced)

#### 1. Proposal Summary

Summarize your proposal and your firm's qualifications. Additionally you may articulate why your firm is pursuing this work and how it is uniquely qualified to perform it. Include other pertinent information that helps PacMtn determine your overall qualifications.

#### 2. Cost of Services

- Provide a budget that outlines the cost to provide each of the seven (7) service areas described in the scope of work
  1. Brand Development
  2. Website
  3. Videography and Photography
  4. Materials
  5. Strategic Partnerships
  6. Convening Services
  7. Miscellaneous Printing and Procurement Services
- The proposal summary must contain a fee schedule that includes:
  - Hourly and/or monthly rates for proposed services- if monthly, specify what is and is not included in monthly plans
  - Description of how your services are priced, and any specific pricing you are able to provide
  - Define any additional charges (e.g. travel expenses)
- The fee schedule may also contain any supplemental/complimentary packaged plan fees, or other specific pricing options you are able to provide, in addition to the baseline services.
  - Include any discounts or considerations in fees based on nonprofit status, monthly usage evaluation, etc.
- Specify any additional charges or options you see as beneficial for this type of service not otherwise noted in the required elements.

**The following information shall be required in the proposal request submittal supplemental questions:**

## **1. Letter of Transmittal**

The letter is not intended to be a summary of the proposal itself. The letter of transmittal must contain the following statements and information:

- a. Company name, address, and telephone number(s) of the firm submitting the proposal.
- b. Name, title, address, email address, and telephone number of the person or persons to contact who are authorized to represent the firm and to whom correspondence should be directed.
- c. Federal and state taxpayer identification numbers of the firm.
- d. Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified.
- e. The letter must be signed by a corporate officer or other individual who is legally authorized to bind the applicant to both its proposal and cost schedule.
- f. Statement which indicates “proposal and cost schedule shall be valid and binding for ninety (90) days following proposal due date and will become part of the contract that is negotiated with PacMtn.”

## **2. General Vendor Information**

Please provide the following information:

- a. Length of time in business
- b. Length of time in business providing proposed services
- c. Total number of clients
- d. Total number of public & nonprofit sector clients
- e. Number of full-time personnel

## **3. Firm Position**

- a. Describe how your firm is positioned to provide the services listed above and provide a history of experience on providing similar services.

## **4. Service Approach and Methodology**

- a. Describe your approach to providing these services and your methodology for providing ongoing support

## **5. References**

- a. Provide the name, title, address, and telephone number of three references for clients whom you have provided similar services. Please provide information referencing the actual services provided, customer size (number of users), and the length of tenure providing services to this client.

## **6. Staff Resources**



- a. Identify names of principals and key personnel that will actually provide the services. Summarize the experience and technological expertise of these staff. Describe the role and responsibilities that each of these individuals will have. Full resumes of these individuals should be appended to the proposal. The local availability of staff that will be providing these services shall be an important consideration.

**7. Terminated Contracts or Contract Defaults**

If your company has had a contract terminated for default during the past five years, all such incidents must be described. Termination for default is defined as notice to stop performance due to the vendor's nonperformance or poor performance; and the issues was either (a) not litigated or (b) litigated, and such litigation determined the vendor to be in default. If default occurred, list complete name, address, and telephone number of the party.

- a. If NO such terminations for default have been experiences by the vendor in the past five years, declare that

PacMtn will evaluate the facts and may, at its sole discretion, reject the vendor's proposal if the facts discovered indicate that completion of a contract resulting from this RFP may be jeopardized by selection of this vendor.

**8. Subcontracting**

No activities or services included as part of the proposal may be subcontracted to another organization, firm, or individual without the approval of PacMtn. Such intent to subcontract should be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

**9. Other Services**

Beyond the scope of this RFP, what services (related or otherwise) does your organization provide that may be of interest to PacMtn?

## Appendix A - Frequently Asked Questions

**1. Is there a cost estimate by PacMtn for the scope of work requested? Is there an approximate annual budget for all services?**

There is no set cost estimate from PacMtn, however, please include base pricing and extended rate options for each service area (Virtual Media, Event Support, etc.). You may also provide a single flat rate for a wide-spectrum package of multiple service areas. This is in the event one or multiple services are awarded to separate contractors and will expedite a revised bid.

**2. Is there an incumbent for this contract?**

We currently have multiple contractors providing these services.

**3. Is PacMtn accepting foreign bidders under this RFP?**

Due to the awarded contractor's required knowledge, rapport, and interaction with local companies, organizations, and public entities, PacMtn is not accepting foreign vendors at this time.

**4. What is the total monthly budget for the duration of the project?**

While we are currently not announcing a monthly or annual budget, we are seeking qualifications and quotes for each objective area with competitive and scalable pricing options. You are encouraged to include competitive pricing for a package of services with a breakout of the rates and options of those services as previously mentioned.

**5. Is there a separate budget for paid media advertising for this project?**

Any company-requested, paid media advertising will be approved internally on a case-by-case basis and will not be resourced from this contract. Contractors will be expected to assist with planning, content creation, marketing strategy, and design as needed.

**6. Can the day-to-day work be conducted virtually? Would you consider a vendor who is willing to travel for meetings or events?**

Reasonable objectives/scopes of work can be conducted virtually (virtual media, media products, copy writing & content creation, etc.). The contractor will be required to be available for planning, consulting, meetings, and other touch points during business hours based off Pacific Standard Time. Other objectives are required to be in person; videography support, still photos/headshots, event support, in-person consulting w/ partners for special projects, printing services, etc.

**7. Will minority organizations that are currently under review for MDOT MBE be considered for WA minority designation? Could those be waived in?**

Pacific Mountain Workforce Development is a 501(c)(3) organization based in Washington State and not a government agency. There is no requirement for bidding parties to have certification as minority, women, small, or disadvantaged business enterprise for the purposes of this contract involving communications, design, and media.

**8. What is the structure of the current internal team who would also work on communications?**

PacMtn currently employs a full-time Communications/Project Manager to manage overall communications strategy and integration into company operations and efforts. All other support is provided by multiple contracts.

**9. Further information on videography and photography support for in-person events.**

PacMtn routinely hosts and participates in local and regional events where we need to capture still photos and video clips for future promotional products. Most events last a full day (8am-4pm). Focus of coverage include key note speakers, breakout sessions, promotional tables and displays, and general socialization. This also includes local and state legislative visits with interaction with elected officials and staff. These events average 1 event per month but will vary depending on time of year.

**10. Are you seeking an audit for current practices in regard to SEO or more implementation of recommendations?**

We have no requirement for an audit but would desire an internal review, recommendations, and implementation with concurrence from PacMtn.

**11. Would the contractor be handling designs and content off to a developer on the PacMtn team? Are we looking for support with implementation?**

The contractor will be expected to manage design and implementation based off of guidance/direction from the Communications Manager and input from key staff.

**12. What platforms do you use for your embedded reports and data visualization? Do you have someone on staff who would be handed the designs?**

Yes, there is a full-time data analyst that manages data visualization products (Tableau) while the contractor provides stylistic and formatting services for inclusion into products.

**13. Can you give more information on the “microsite”?**

Please refer to <https://worksourcepacmtn.org/>.

**14. Are you seeking a comprehensive company to oversee the entire scope, or are you open to receiving bids from companies that specialize in specific areas within the scope?**

We are looking for companies that can provide services covering multiple scopes and duties mentioned in the RFP. To limit the administration needed to oversee and manage multiple contractors, we will prioritize companies that show high quality in multiple areas and exhibit flexibility and exceptional communication skills, both in-person and virtually. That does not mean we will not consider smaller companies or consortiums that can demonstrate superior quality in a smaller number of areas.

**15. Do you mean PacMtn and the Microsite as one, the same website? Or do you have more than one site, so the main PacMtn website is one, and the microsite website is separate? If so, how many microsities do you have?**

There is a separate site jointly operated with the local WorkSource office. Please refer to <https://worksourcepacmtn.org/> and <https://pacmnt.org/>.

**16. How many hours do you currently invest in SEO? Who manages your SEO today? Do you consider your rankings today poor, regular, or good? How often do you check your SEO status and strategies? Have you used Google ads as a part of your strategy before?**

We currently have our current contractor provide SEO analytics and services under a retainer contract. All website and social media analytics are reviewed and discussed as needed week-to-week and comprehensively once a month. We currently do not use Google Ads.

**17. Do we expect the contractor to provide a cost sample related to printing and signage? Or just the ability to acquire those products and services.**

If the contractor has those services in-house, we would like to see the quality and estimated rates for various printed products. If the contractor orders those products from another printing company, please provide the printing company information and past ordered services and products if available.

**18. Based on your description of the videography and photography requirements for PacMtn's events, which typically occur once a month and vary seasonally, could you clarify if these services are expected to be provided on an as-needed/on-call basis, or will they follow a more structured, pre-planned schedule? Additionally, for either scenario, how far in advance can we expect to receive detailed information and scheduling for each event?**

Most videography support requests are planned at least 30 days in advance, while some are multiple months in advance due to the scale of the project. Support requests for other services, such as updated headshots or facility tours, can be scheduled closer to the date of execution but will still be arranged in advance. Weekly communications meetings with PacMtn will cover upcoming calendar events to give the maximum advanced notice for all requests.

**19. What types of media coverage (video, photography, and audio) and number of deliverables are expected per event?**

It varies by the event. All day events can result in a couple hundred still pictures and video clips. Usually, the requests at events are still photos of social gatherings and video of specified speeches, breakout sessions, etc.

**20. What is the anticipated turnaround time for final media products post-event, and what are the team size and specific skillset or equipment requirements for this role?**

It depends on the type and scale of the media product requested. Finished video products could last a couple weeks with input and revision from leadership. Major documents, like the Strategic Local Plan, go through multiple iterations, design choices, etc. Which can also cover months.

**21. Could you outline any logistical requirements for events and the level of support from the company's internal team?**

Transportation and/or lodging at events is not covered. Any admission/registration costs (usually there aren't) are covered. PacMtn will provide information, schedules, breakouts, or other information and specific requests for contractor planning and execution the day of. Most events are within the 5-county region, with limited events occurring in Tacoma/Seattle and thus do not require extensive transportation or lodging.

**22. Are there possibilities for extended collaboration beyond the current scope of the RFP?**

Additional opportunities can be discussed during the negotiation phase of the contracting process.

**23. Are you looking for a professional or agency specialized exclusively in video production, photography, or a combination of both? Additionally, do you have a preference for these services to be provided in-house or is subcontracting acceptable?**

Our preference is to utilize in-house resources from the contractor organization for the majority of services, such as photo/video production, web design, and social media management. This approach ensures the highest level of responsiveness for feedback and necessary revisions. However, for other tasks like specialty or mass printing, fabrication, and similar needs, we are open to subcontracting or procuring on-demand products.

**24. How does video content factor into your broader communications goals outlined within this RFP?**

We see video content as one of our primary mediums to engage the current and emerging jobseekers, businesses, and locally elected officials. It is also able to be published across multiple platforms to achieve the greatest reach. Specific goals for content will be discussed with the awarded contractor during the onboarding time.

**25. Given your emphasis on capturing key moments at events, such as interactions with elected officials and breakout sessions, how open is PacMtn to exploring creative storytelling approaches in video production?**

PacMtn is open to exploring creative storytelling approaches to enhance engagement, strengthen PacMtn's brand identity, and clearly convey messages to a broader audience, increase reach on social media platforms, provide adaptability in response to audience feedback and to document the impact of PacMtn's initiatives.

**26. Additionally, would PacMtn be interested in hearing pitches for video concepts that could further enhance your storytelling objectives, perhaps through narrative-driven pieces, behind-the-scenes looks, or thematic mini-documentaries that go beyond traditional event coverage?**

Absolutely

**27. The RFP references work examples / portfolio pieces provided, but no submittal requirements for those work examples. How would you like us to submit the portfolio pieces? Should the portfolio be embedded in the existing proposal, or should it be uploaded as a separate document?**

Any examples/portfolio pieces can be attached in the same submission email labeled as a separate appendix/annex or any way to clearly designate the work as an example. If the file(s) are too big for a single email, you may split up the submission and annotate the emails in parts (1 of 5, 2 of 5, or Annex A, B, C, etc.) in the Subject line. Also, if your submissions require specific uncommon programs to view, please include that in the body of your email.

**28. How often do these in-person events occur on a weekly or monthly basis?**

The major events/conferences on average happen less than once a month and most are annually scheduled conferences that happen around the same time every year. Headshots are done as needed and average 2-3 times per year.

**29. Will the proposer provide an annual budget range for the list of services in the RFP?**

At this time we would like to see proposals with range, scalability, and modularity of services for various price points. Feel free to include hourly rates or a “base package” that can scale upwards. We reimburse professional service contracts on a monthly basis so you can format for pricing but is not mandatory for a successful bid.

**30. Is PacMtn hoping to source additional local staff resources beyond and above the on-site videography? If so, in what roles? What would the percentage for on-site work for videography and other roles? Will it be a competitive disadvantage not to have local staff other than video staff?**

PacMtn has no current plans to source additional staff, internal or contracted, other than the contract(s) supporting this RFP. Most (~90%) of the “on-site” contracted work comprises of videography and specialty printing services. “On-site” videography includes event coverage as far north as the Seattle Metro area and south to Vancouver. A successful bid, however, needs to demonstrate a deep level of understanding of the regional and statewide WorkForce system, partnering agencies & organizations, local & regional businesses, boards, committees, media agencies, and other key personnel in which PacMtn maintains routine business relations.